

● Experience

2017–Present	Senior Designer, Manager Henkel	Started as a Senior Designer for the Kenra Platinum brand at Henkel, responsibilities included crafting key visuals and packaging concepts while maintaining an upscale and premium brand image. Following a three-year tenure, transitioned to a managerial role overseeing a designer. Currently situated in the Integrated Marketing team, taking on additional responsibilities as the Lead Designer for the Amazon account, managing ad aesthetics, conducting AB testing, and spearheading brand store redesigns. Additionally, responsible for serving as the gatekeeper for the Kenra Professional website's functionality and aesthetics. Expanded responsibilities involve leading efforts to grow the email and SMS lists in collaboration with two colleagues.
2015–2016	Brand Designer Demand Media (Leaf Group)	In the role of Brand Designer at StudioD, Demand Media, directed the development of a scalable visual design system tailored to meet both product and business goals. Collaborated closely with the Marketing team and VP to comprehend challenges and pinpoint opportunities. Presented and conveyed concepts clearly and precisely to the VP and stakeholders. Produced final, polished artwork satisfying a diverse range of requirements.
2011–2014	Designer Vokent	In a dynamic ad agency environment, collaborated closely with individual clients to align on goals, priorities, directions, and feedback. Facilitated regular meetings to cultivate concepts in the fast-paced setting. Managed projects by presenting ideas and iterations, ensuring consistent follow-up on the next steps. Proactively comprehended client needs and business goals, maintaining active communication throughout the conceptualization and design phases.

● Experience(Freelance)

2020 1yr	Belkin	Developed packaging concepts for WEMO and contributed to refining point-of-purchase and endcap designs, along with enhancing the mobile app.
2020 3mo	Lucky Brand	Provided web design and art direction services for upcoming launches
2019 4mo	Pastilla Institute of Design	Contributed as part of the Microsoft Surface Campaign team
2016 2mo	Philips Electronic, Hong Kong	Conducted trend research, studied retail experiences, and executed packaging design projects.

● Education

2007-2011	ArtCenter College of Design Bachelor of Fine Arts in Graphic Design
Beginner	Framer, Aftereffect, Lightroom, Spline
● Skill	
Expert	Figma, Illustrator, Photoshop, InDesign
Familiar	Framer, After Effects, Lightroom, Spline

● Recognition

Semi-Finalist, ADAA	Nivea for Men, Brand and Packaging
Sandu Publishing, 三度	Work published, Absolute Stationery Design
AIGA Gallery	Branding in Student Gallery
Featured Online	The Dieline, Packaging of the World Creative Inspiration UK, Design Inspiration

● Language

Fluent	English, Mandarin, Cantonese
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